

## **Nominee: Syneto**

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### **Nomination title: Syneto: Making a difference for SMBs and remote offices**

Syneto is innovating the traditional IT infrastructure of small/medium enterprise datacenters, SMBs and ROBOs, by providing cutting-edge hyperconverged infrastructures, specifically designed to meet their needs.

Syneto has been active in the IT infrastructure business since 2009, when its first software-defined solutions have been made available, and has entered the hyperconverged market in 2014, when it started deploying its first hyperconverged platforms with select customers. Syneto is a VMWare elite partner.

#### **Making a difference for SMBs and remote offices**

Syneto started building hyperconverged infrastructures to challenge the existing status-quo. SMEs have been overwhelmed by the big prices, proprietary architectures, complex offerings and ownership costs of big infrastructure vendors. SMEs need solutions with powerful enterprise features, manageable by anyone, not requiring an IT department's worth of people.

Traditional IT infrastructures rely on expensive to buy and hard to manage pieces, whereas Syneto builds an all-in-one hyperconverged solution, which brings together the agility and economics of the public cloud, with the on-premise security and performance of the private cloud, paving the way for a hybrid IT future.

The Syneto HYPERSeries, the first all-in-one hyperconverged product range, has been launched in early 2017 and it is designed to include all of the IT services a small organisation needs. Other hyperconverged infrastructure offerings concentrate only on scalability in order to fit the needs of "fortune 1000" large enterprises. With Syneto, SMBs and remote offices can have all of the IT services they need without investing in any extra software or hardware: Disaster Recovery, native file sharing and increased data protection.

#### **The Syneto HYPERSeries: the first all-in-on hyperconverged solution**

The HYPERSeries 3000 is specifically designed to fit the needs and solve the challenges of small/medium enterprise datacenters, SMBs and remote/branch offices. It combines virtualised applications, disaster recovery and file services in a single, easy to use 3U platform.

It brings together, inside the same platform, much more than just the traditional mix of virtual applications, networking and data storage. It also adds in built-in automatic Disaster Recovery, instant local VM/file recovery, native file services and improved application performance.

The key features of the HYPERSeries 3000 are:

- **Flexible performance:** All-flash and hybrid data pools in a single product.
- **Data protection:** Multi-layered data protection - at HDD, file and application level.
- **Integrity checks:** Always-on data integrity monitoring and automatic self-healing.
- **Infrastructure analytics:** Granular, configurable and long-term analytics for the entire infrastructure.
- **Backup and replication:** Incremental, consistent VM and file backups with on/off-site replication.
- **Hypervisor integration:** VMware integration with vSphere plug-in over API.

The unique benefits of Syneto hyperconverged solutions:

Syneto hyperconverged solutions offer four unique IT services and features unified in a single platform which can be managed by any IT generalist:

- **Built-in automatic Disaster Recovery:** The HYPERSeries 3000 ships with a Disaster Recovery unit which allows the entire IT infrastructure to be restarted in as little as 15 minutes.
- **Native file services:** Syneto hyperconverged solutions can natively share files to user over NFS, CIFS and AFP, removing the need for any extra file servers or software.
- **Always-on data protection:** A host of data protection technologies inside Syneto hyperconverged solutions run 24/7, actively searching for and self-healing any corrupted data.
- **Improved application performance:** A unique converged all-flash and hybrid data fabric (Hybrid2 – “double-hybrid”) allows important applications to run on SSDs while regular VMs use cost-effective hybrid storage.

### **Why nominee should win**

- Syneto has innovated the hyperconverged infrastructure market by designing a hyperconverged solution to fit the specific needs of SMBs, ROBOs and small/medium datacentres, a solution which is both cost-effective and easy to manage.
- With the HYPERSeries, Syneto offers a next-generation all-in-one hyperconverged solution, that covers all the main needs of an organisation: built-in Disaster Recovery, native file sharing, always-on data protection and increased application performance.